



2024 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / Jun 2024

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (RMB ¥ m)	No. of Wins
1	1	Ogilvy	New Higher Education Group, Johnson & Johnson	110.1		106.7	59
2	2	BBDO	Brown brothers, Seres AITO (Huawei AUTO), HuaXI Zi Project,	63.9		63.9	16
3	3	MSL	Confidential Client	48.9		48.9	25
4	4	VML	RealBio Technology,	19.9		19.9	22
5	5	Dentsu McGarryBowen	CPG Client	19.6		19.6	15
6	6	Leo Burnett	Confidential Client	16.3		16.3	5
7	7	Publicis Worldwide	Nutricia Project, Zhonghong Bioengineering Co.,Ltd.	15.7		15.7	8
8	8	Grey Group	CHANEL Project, Haleon Project	13.7		13.7	5
9	9	BBH	Confidential Client	13.0		13.0	1
10	10	IDC Creations Production Studio	Confidential Client	10.4		10.4	8
11	11	Prodigious	BOSE CORPORATION Project, CHARLOTTE TILBURY BEAUTY LTD	9.8		9.8	5
12	12	Digitas	Huawei China Project, Lee Kum Kee Project	9.8		9.8	3
13	13	Saatchi & Saatchi	Confidential Client	9.8		9.8	5
14	14	G4 Advertising	Confidential Client	6.5		6.5	3
15	15	MetaDesign	Confidential Client	3.9		3.9	2
16	16	MullenLowe Group	Diageo Tequila, Hongene Biotech, Johnnie Walker	1.8		1.8	3

2024 (Jan-Jun):	365.6	185
2023 (Jan-Jun):	337.7	173
YoY Comparison:	8.3%	6.9%

